

Unconference Session: Make UX Activities a Routine Part of Your Agency's Operations

Web Standards, Web Group

- Develop web standards. Use templates. Demonstrate their value.
- Claire Gesalman - EPA - needed administrator to say "One voice, one website" to get consistent usability and look-and-feel at EPA (no UX staff at EPA yet)
- No CMS yet, but do have one look-and-feel
- Web standards done by committee - web group gathers monthly, DC and regions (by teleconference). Anyone can join & contribute ideas
- Stephanie Massauo - National Park Service - Getting everyone to sign off, acting as a group with one voice can establish credibility. Then create standards policy.
- CA.gov has had considerable success using common templates & standards
- About 25% of agencies present have a policy on who can start a web site/page.
- At DOD, no one gets to start a separate website below a certain org level or they need a waiver
- Develop a written, strategic plan for your website

UX Certification & Training

- Khaled Bassim - Dept of Interior - Getting usability certification training (such as Human Factors International "Certified Usability Analyst -CUA") helps increase respect for UX activities

Leverage Crises

- Agency had problem - a big IG review - social security numbers were out there. Used "How do we fix this problem" to promote UX practice.
- Les Benito, Dept of Defense - brought down a series of sites after a crisis. Use metrics to help make your argument.
- Tom Parisi - seize on crises

Surfacing the Ego Barrier

- Colleagues need tools that help them work with their existing processes, especially in the Public Affairs Office - help them
- Use metrics to show page owners that their organizational pages aren't being viewed
- Tell them, "You can have your org page but you need to emphasize program tasks, not your organization"
- Peter Rhee, USDA - massive redesign - "Achilles heel of government is self-promotion."

UX & Metrics Activities

- Reinforce top tasks over promotion by using your site metrics
- Do a needs analysis when redesigning your Intranet. "We're scrapping our Intranet. Doing an overhaul. Finished analysis phase. Useful to go to offices and divisions and say, what do you need? What data do you know?"
- Tie needs analysis into "Transparency" - i.e., people need to know what you know.
- Katherine Spivey, DHS - Use the organizational mission/vision to drive the web content
- Dawn Scriggs, Fed Bureau of Prisons - not getting support from the top for web challenges on internal and external sites. Many different stakeholders - Bring a solution to management and ask them to adopt it (and take the credit for the solution!)

- Tim & Nicole - Bev is doing things with Citizen Engagement - helping to move against outdated OMB regulations
- DOE - very reactive and want to be more strategic. Helps to get things in writing and melded with goals of the leadership. John Chu
- Nikhil Deshpande. Georgia Technology Authority - Use Omniture highlights to communicate with 75 state agencies that use our CMS. Have Vignette. Produces a monthly report
- Joy Fulton, GSA, has Webtrends data to show that people are far, far less likely to click on a file attachment of any kind than an HTML page – almost 40 times more likely to read HTML than other file types. <http://joyrenee.wordpress.com> - link to this data
- Quick-and-Easy Customer Profile is available to help web managers use metrics to identify top tasks:
http://www.usa.gov/webcontent/managing_content/task_focused_resources.shtml
- Use Google Search to understand “zeitgeist” of your domain – Send a monthly report to program areas on where their top search terms appear in Google search and suggestions for ways to improve the findability of their resources